



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

## Contract # 185951

**Schedule Dates** 10/22/12-10/28/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** Kaine for Senate 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Beale, Rachael  
**Phone/Fax** /  
**CPE** Kaine/US SENATE RACE 2012/EST11103  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Kaine 10/22-10/28/12

**Date Entered** 05/09/12  
**Last Modified** 05/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$22,162.50  
**Net Total** \$125,587.50  
**Sales Tax**

## WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	79	\$147,750.00
<b>Grand Total:</b>	<b>79</b>	<b>\$147,750.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1	1	1	1			5	\$250.00	\$1,250.00	WJLA Arlington (WJLA)		5/9/12
2.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		5/9/12
3.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
4.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	53001- ABC-KATIE COURIC		1		1	1	1			4	\$800.00	\$3,200.00	WJLA Arlington (WJLA)		5/9/12
5.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	2	2	1	2			8	\$1,400.00	\$11,200.00	WJLA Arlington (WJLA)		5/9/12
6.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
7.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	6:57P- 7P (EST)		1	1	1	1	1			5	\$5,000.00	\$25,000.00	WJLA Arlington (WJLA)		5/9/12
8.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	6:58P- WHEEL OF FORTUNE		1	1	1	1	1			5	\$3,000.00	\$15,000.00	WJLA Arlington (WJLA)		5/9/12
9.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	7:27P- JEOPARDY		1	1	1	1	1			5	\$3,000.00	\$15,000.00	WJLA Arlington (WJLA)		5/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA-TV/OT WASHINGTON, DC

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Phone/Fax /  
CPE Kaine/US SENATE RACE 2012/EST11103  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments Kaine 10/22-10/28/12

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10.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	2	1	2	1			7	\$2,500.00	\$17,500.00	WJLA Arlington (WJLA)		5/9/12
11.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	49886- ABC-ABC NIGHTLINE		1		1		1			3	\$500.00	\$1,500.00	WJLA Arlington (WJLA)		5/9/12
12.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	9A- LIVE!					1				1	\$350.00	\$350.00	WJLA Arlington (WJLA)		5/9/12
13.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	10:58A- ABC--THE VIEW		1							1	\$600.00	\$600.00	WJLA Arlington (WJLA)		5/9/12
14.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON			1			1			2	\$400.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
15.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1					1	\$300.00	\$300.00	WJLA Arlington (WJLA)		5/9/12
16.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	12:57P- ABC--THE CHEW		1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		5/9/12
17.0	Normal Line / SPOT	10/23/12-10/25/12	4	:30	44923- ANDERSON COOPER SHOW			1		1				2	\$400.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
18.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$250.00	\$250.00	WJLA Arlington (WJLA)		5/9/12
19.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$200.00	\$200.00	WJLA Arlington (WJLA)		5/9/12

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20.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
21.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
22.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		5/9/12
23.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	49091- ABC-GCB								1	1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		5/9/12
24.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
25.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
26.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	10P- ABC-20/20						1			1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		5/9/12
27.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	48561- ABC-SCANDAL					1				1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		5/9/12
28.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	8P- 9P (EST)				1					1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)	MIDDLE/SUBURGATORY	5/9/12
29.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	51563- ABC-PRIVATE PRACTICE			1						1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		5/10/12
30.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	47705- ABC-CASTLE		1							1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Kaine for Senate 2012

185951

**Market:** Washington, DC

**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID

11103

**Contact:** Susan Petro/Barbara Monares

**Email:** bmonares@wjla.com

**Phone:** 703-236-9552

**Fax:** 703-236-2341

**Direct:** 703-236-9212

## WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WJLA 5a News	EM	M-F	\$250.00	1	1	1	1	1	✓		5
5:00 AM 6:00 AM		30	\$1,250.00								
WJLA 6a News	EM	M-F	\$900.00	1	1	1	1	1	✓		5
6:00 AM 7:00 AM		30	\$4,500.00								
90% PE at LUR Per WJLA, Move to P3											
Good Morn America	EM	M-F	\$1,000.00	1	1	1	1	1	✓		5
7:00 AM 9:00 AM		30	\$5,000.00								
90% PE at LUR Per WJLA, Move to P3											
Good Morning Sat	EM	Sa	\$250.00						1	✓	1
7:00 AM 8:00 AM		30	\$250.00								
Good Morning Sun	EM	Su	\$200.00							1	1
8:00 AM 9:00 AM		30	\$200.00								
Live with Kelly	DT	M-F	\$350.00				1				1
9:00 AM 10:00 AM		30	\$350.00								
The View	DT	M-F	\$600.00	1							1
11:00 AM 12:00 PM		30	\$600.00								
WJLA Noon News	DT	M-F	\$400.00		1			1			2
12:00 PM 12:30 PM		30	\$800.00								
Millionaire	DT	M-F	\$300.00			1					1
12:30 PM 1:00 PM		30	\$300.00								
GMA PM	DT	M-F	\$400.00	1							1
1:00 PM 2:00 PM		30	\$400.00								
Anderson	EF	M-F	\$400.00		1		1	✓			2
3:00 PM 4:00 PM		30	\$800.00								
Katie Couric	EF	M-F	\$800.00	1		1	1	1	✓		4
4:00 PM 5:00 PM		30	\$3,200.00								

Rachael Beale

### Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 1:04:08 PM

WJLA-TV

Page 1 of 3



# Station Order Kaine for Senate 2012

**Market:** Washington, DC

**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

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## WJLA-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WJLA 5p News	EN	M-F	30	\$1,400.00	1	2	2	1	2	✓		8
5:00 PM 6:00 PM				\$11,200.00								
90% PE at LUR Per WJLA, Move to P3												
WJLA 6p News	EN	M-F	30	\$1,400.00	1	1	1	1	1	✓		5
6:00 PM 6:30 PM				\$7,000.00								
90% PE at LUR Per WJLA, Move to P3												
ABC World News	EN	M-F	30	\$5,000.00	1	1	1	1	1	✓		5
6:57 PM 7:00 PM				\$25,000.00								
90% PE at LUR Per WJLA, Move to P3												
ABC World News	EN	Su	30	\$1,000.00							1 ✓	1
6:00 PM 6:30 PM				\$1,000.00								
90% PE at LUR Per WJLA, Move to P3												
Sunday 6:30p News	EN	Su	30	\$800.00							1 ✓	1
6:30 PM 7:00 PM				\$800.00								
90% PE at LUR Per WJLA, Move to P3												
Wheel of Fortune	PA	M-F	30	\$3,000.00	1	1	1	1	1	✓		5
7:00 PM 7:30 PM				\$15,000.00								
90% PE at LUR Per WJLA, Move to P3												
Jeopardy	PA	M-F	30	\$3,000.00	1	1	1	1	1	✓		5
7:30 PM 8:00 PM				\$15,000.00								
90% PE at LUR Per WJLA, Move to P3												
Wheel of Fortune	PA	Sa	30	\$500.00						1 ✓		1
7:00 PM 7:30 PM				\$500.00								
Castle	PT	M	30	\$10,000.00	1 ✓							1
10:00 PM 11:00 PM				\$10,000.00								
90% PE at LUR Per WJLA, Move to P3												
Private Practice	PT	Tu	30	\$4,000.00		1 ✓						1
10:00 PM 11:00 PM				\$4,000.00								
Middle/Sub	PT	W	30	\$5,000.00			1 ✓					1
8:00 PM 9:00 PM				\$5,000.00								
Scandal	PT	Th	30	\$6,000.00				1 ✓				1
10:00 PM 11:00 PM				\$6,000.00								

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastategies.com

Date/Time Sent: 5/7/2012 1:04:09 PM

WJLA-TV

Page 2 of 3



# Station Order Kaine for Senate 2012

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**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

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**Email:** bmonares@wjla.com

**Phone:** 703-236-9552  
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## WJLA-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
20/20	PT	F	30	\$3,500.00					1			1
10:00 PM 11:00 PM			30	\$3,500.00								
GCB	PT	Su	30	\$3,500.00						1		1
10:00 PM 11:00 PM			30	\$3,500.00								
WJLA 11p News	LN	M-F	30	\$2,500.00	1	2	1	2	1			7
11:00 PM 11:35 PM			30	\$17,500.00								
90% PE at LUR Per WJLA, Move to L3												
Saturday 11p News	LN	Sa	30	\$800.00						1		1
11:00 PM 11:35 PM			30	\$800.00								
90% PE at LUR Per WJLA, Move to L3												
Sunday 11p News	LN	Su	30	\$1,400.00							2	2
11:00 PM 11:35 PM			30	\$2,800.00								
90% PE at LUR Per WJLA, Move to L3												
Nightline	LF	M-F	30	\$500.00	1		1		1			3
11:35 PM 12:05 AM			30	\$1,500.00								
Station Gross Totals				\$147,750.00	14	14	14	14	14	3	6	79

Rachael Beale

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WJLA-TV

Page 3 of 3



# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WJLA-TV Washington, DC	<b>Date:</b> 5/8/2012
---	--------------------------

I, Media Strategies and Research,  
being on behalf of: Tim Kaine, a legally  
qualified candidate of the Democratic political  
party for the office of: U.S. Senate  
in the Primary  
election to be held on Tuesday, June 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>					
The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 22, 2012	Sunday, October 28, 2012

**Total Gross Charges: \$147,750.00**



**Media Strategies and Research**  
 1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
 Denver, Colorado 80203      Fairfax, Virginia 22030  
 (303) 989-4700      (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Warren Thompson**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Tuesday, May 08, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



**Media Strategies and Research**

1580 Lincoln Street, Suite 510

Denver, Colorado 80203

(303) 989-4700

11350 Random Hills Road, Suite 670

Fairfax, Virginia 22030

(703) 877-2000





Report run on: 05/09/2012 02:10 PM EDT  
Selected start date & time: 05/09/2012 02:01 PM EDT  
Account Group: WJLA  
Account Number: 4426215831

Report run by: Bobby Wylie  
Selected end date & time: 05/09/2012 11:59 PM EDT  
Depositor: BW274356  
Deposit Status: All

## Deposit Detail by Account Report - Allbritton Communications Co

Account Name/Number: WJLA TV-Deposit/4426215831

Number of Deposits: 1

(continued)

Total of Deposits Submitted: 125,587.50

Total Number of Items: 9

*Cont. # 185-951*

108256

**MSR** MEDIA STRATEGIES & RESEARCH  
MEDIA FUND ACCOUNT  
1680 LINCOLN STREET SUITE 510  
DENVER, COLORADO 80202  
(303) 959-4750

Wells Fargo Bank, N.A.  
Denver, CO 80274  
23-7-1020

May 08, 2012

PAY TO THE ORDER OF WJLA-TV

\$ \*\*125,587.50

One Hundred Twenty Five Thousand Five Hundred Eighty Seven and 50/100\*\*\*\*\*DOLLARS

VOID AFTER 90 DAYS

MEMO Kaine for Senate 2012

*[Signature]*

108256 1103000750 311594061

Seq: 8  
Dep: 000447  
RPT: 111000023  
Date: 05/09/12

DO NOT WRITE, STAMP, OR SIGN BELOW THIS LINE

FOR DEPOSIT ONLY  
WJLA-TV - DEPOSIT ONLY  
AC: WJLA

Front Item Number 0000008

Back

